

Message Text

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AMEMBASSY QUITO

UNCLAS SECTION 1 OF 2 GUAYAQUIL 1608

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SUBJECT: IV GUAYAQUIL INTERNATIONAL FAIR - SEPTEMBER 26-
OCTOBER 12, 1975 -- INITIAL REPORT

1. SUMMARY: THE FOURTH INTERNATIONAL FAIR OF ECUADOR WAS HELD AT GUAYAQUIL FROM SEPTEMBER 26 TO OCTOBER 12, 1975. THE UNITED STATES WAS REPRESENTED IN A "DO IT YOURSELF" PAVILION IN WHICH 60 BUSINESS EXHIBITS SHOWED WIDE VARIETY OF CONSUMER GOODS, FARMING EQUIPMENT, EARTHMOVERS, POWER GENERATION, TEACHING AIDS AND AUTOMOTIVE ITEMS. IN GENERAL OFF-FLOOR SALES REPORTED AS FAVORABLE WITH FUTURE SALES VERY OPTIMISTIC. ATTENDANCE IN PAVILION VERY HIGH BUT MAJORITY OF VISITORS WERE "LOOKERS" RATHER THAN BUYERS. PUBLICITY FOR FAIR VERY FAVORABLE AND U.S. PAVILION CONSIDERED CREDIT TO U.S. END SUMMARY.

2. GUAYAQUIL FAIR OFFICIALLY CLOSED SUNDAY, OCTOBER 12 AFTER 17-DAY RUN AND PUBLIC ATTENDANCE ESTIMATED BY FAIR DIRECTOR GENERAL LEBED AT NEAR 500,000. THIS WAS LARGEST FAIR SINCE FIRST ONE HELD IN 1970 WITH 15 COUNTRIES OFFICIALLY REPRESENTED.

3. NATIONS REPRESENTED WERE ARGENTINA, BRAZIL, CHILE, COLOMBIA, CZECHOSLOVAKIA, ISRAEL, ITALY, MEXICO, PERU, SPAIN, THE SOVIET UNION, SWEDEN, UNITED STATES OF AMERICA, VENEZUELA, AND, OF UNCLASSIFIED

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COURSE, ECUADOR. ALL EXCEPT CZECHOSLOVAKIA HAD PAVILIONS.

"DO-IT-YOURSELF" U.S. PAVILION HAD LARGEST TOTAL AREA OF ALMOST 5,000 SQ. METERS (3,500 INTERIOR AND 1,500 EXTERIOR) WITH SPAIN SECOND AT APPROXIMATELY 4,000 SQ. METERS. IRONICALLY, BUT NOT SURPRISINGLY, WE HAD BY FAR THE SMALLEST AMOUNT OF OFFICIAL SUPPORTING RESOURCES IN TERMS OF MANPOWER AND MONEY BASED ON COMPARATIVE INFORMATION RECEIVED FROM DIRECTORS OF OTHER PAVILIONS. INITIAL SALES FIGURES FROM OTHER PAVILIONS ARE STILL INCOMPLETE ALTHOUGH SOME DATA HAVE TENTATIVELY BEEN ANNOUNCED, BUT WE BELIEVE MOST OF THE LARGER EXPOSITIONS WILL END UP REPORTING SEVERAL MILLIONS OF DOLLARS EACH.

4. GENERAL COMMENTARY FROM THE PUBLIC, BUSINESSMEN, AND THE FAIR MANAGEMENT WAS THAT U.S. PAVILION TURNED OUT TO BE PLEASANT SURPRISE IN VIEW OF RESOURCES AVAILABLE AND CHALLENGE OF CO-ORDINATING SUCH A LARGE EFFORT. DESPITE LATE START ON STAND CONSTRUCTION BY MANY EXHIBITORS, LATE ARRIVAL OF SOME ITEMS TO BE DISPLAYED, AND LAST-MINUTE FOOT-DRAGGING BY LEBED ON SOME ITEMS PROMISED AS PART OF PAVILION PACKAGE, THE RESULTS WERE IMPRESSIVE. EXHIBITORS DID VERY GOOD JOB DECORATING THEIR STANDS AND ALONG WITH CARPETED AISLES RESULTED IN PAVILION BEING ATTRACTIVE, INDIVIDUALISTIC PRESENTATION AS COMPARED TO STANDARDIZED, MODULAR EXHIBITS IN MOST OTHER PAVILIONS. U.S. PAVILION WAS THEREFORE ONE OF MOST INTERESTING TO VISIT WITH WIDE VARIETY OF PRODUCTS DISPLAYED. MOST EXHIBITORS PUT CONSIDERABLE TIME AND MONEY INTO THEIR STANDS AND THEIR "DO-IT-YOURSELF" SPIRIT IS TO BE COMMENDED.

5. EXCEPT FOR TWO SMALL 9 SQ. METER SPACES LEFT VACANT BY FLORIDA FIRMS WHICH DID NOT COME, ENTIRE U.S. PAVILION AND EXTERIOR SPACE WERE FILLED WITH TOTAL OF 61 EXHIBITS, PLUS 90 SQ. METER BUSINESS INFORMATION CENTER STAFFED BY CONGEN PERSONNEL. SUBTRACTING USIS PHOTO EXHIBIT (36. SQ. METERS) THERE WERE THEREFORE TOTAL OF 60 BUSINESS EXHIBITS BY 57 DIFFERENT EXHIBITORS (3 EXHIBITORS HAD TWO STANDS EACH). OF THESE 57, THERE WERE 42 LOCAL DISTRIBUTORS OF AMERICAN-BRAND ITEMS AND 15 FIRMS WHICH COULD BE CLASSIFIED AS NEW-TO-MARKET (NTM). OF THESE 15, THERE WERE 12 FIRMS REPRESENTED AND COORDINATED BY THE STATE OF FLORIDA'S CORAL GABLES OFFICE. THE REMAINING THREE WERE: (1) CONRAD INC. OF HOUGHTON, IOWA (A REPEAT FROM THE FEBRUARY TRADE MISSION HERE), (2) INSTRU-UNCLASSIFIED

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MENTOS MUSICALES OF TARZANA, CALIFORNIA, AND (3) APPLIED POWER INTERNATIONAL OF MILWAUKEE, WISCONSIN.

6. BASED ON SMALL SAMPLE TAKEN PRIOR TO CLOSING OF THE FAIR, INITIAL SALES RESULTS OF PAVILION LOOK GOOD. OF 10 NTM FIRMS WE THOUGHT HAD MOST ACTIVITY, THE REPORTED AGGREGATE OF \$390,000 IN OFF-THE-FLOOR SALES AND 12-MONTH PROJECTION OF \$17,870,000. WE HAVE NOT YET HAD TIME TO CANVAS LOCAL DISTRIBUTORS, BUT WE

KNOW UNOFFICIALLY THAT SEVERAL ALSO DID WELL. WE WILL INCLUDE DATA FOR THEM IN FINAL REPORT. (FYI: IMPORTANT FOOTNOTE TO ABOVE 12-MONTH FIGURE IS THAT THIS INCLUDES \$10 MILLION PROJECTED BY CONRAD FOR GRAIN SILO PROJECT HE IS TRYING TO BRING TO CONCLUSION. THIS EFFORT HAS BEEN IN THE WORKS FOR SEVERAL WEEKS AND THEREFORE CANNOT BE LEGITIMATELY ATTRIBUTED TO FACT HE EXHIBITED AT THE FAIR, ALTHOUGH IT UNDOUBTEDLY HELPED GREASE HIS CONTACTS AND PRESENT A PHYSICAL SPECIMEN OF HIS PRODUCT. CONRAD HAS ASKED THAT THIS SALES FIGURE NOT BE DISCLOSED AT THE PRESENT TIME. END FYI).

7. ALTHOUGH NTM FIRMS DID NOT KEEP COMPLETE STATISTICS ON NUMBER OF BUSINESS INQUIRIES RECEIVED AT FAIR AND OUTSIDE VISITS THEY MADE, BASED ON RANDOM COMMENTS WE WOULD ESTIMATE NEAR 1,000 CONTACTS MADE BY THEM ALTOGETHER DURING THE FAIR. GENERAL CONSENSUS OF U.S. BUSINESSMEN WAS THAT DESPITE PREPONDERANCE OF DISINTERESTED PUBLIC THEY HAD TO DEAL WITH, A SUFFICIENT NUMBER OF REAL BUSINESS INQUIRIES WERE RECEIVED TO JUSTIFY THE TRIP AND EXPENSE. LIKEWISE, PRELIMINARY INFORMATION ON AGENTS OR DISTRIBUTORS ESTABLISHED IS INCOMPLETE, BUT WE KNOW OF TWO FIRMS WHO REPORTED DECISIONS MADE BASED ON CONTACTS DURING FAIR WHILE SEVERAL OTHERS SAY THEY HAVE CANDIDATES UNDER CONSIDERATION.

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FM AMCONSUL GUAYAQUIL

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8. WE WISH TO CITE AS EXAMPLE, ENERGETIC EFFORTS OF MELLEY ENERGY SYSTEMS, INC. OF FT. LAUDERDALE, FLA. DURING ONE POINT IN

FAIR THEY HAD AS MANY AS FOUR TOP COMPANY REPRESENTATIVES HERE RECEIVING CONTACTS AT THE PAVILION AND CONCURRENTLY TRAVELING ABOUT IN GUAYAQUIL AND THE COUNTRYSIDE MAKING MORE. THEY SOLD \$95,000 OFF-THE-FLOOR WITH PROSPECTS REPORTED FOR \$100,000 MORE IN THE NEXT YEAR. INCLUDED IN OFF-THE-FLOOR TOTAL WAS \$30,000 SALE OF GENERATOR TO SMALL TOWN OF PINAS WHICH WAS CLOSED BY MELLEY PRESIDENT MAKING 5-HOUR TRIP SOUTH OF GUAYAQUIL TO THIS TOWN. THIS IS TYPE OF ENERGETIC AND TIRELESS SALES DRIVE WHICH SHOULD BE COMMENDED. (FYI: PRES. JOE MELLEY SAYS PINAS SALE AND ONE OTHER GOOD PROSPECT ARE DIRECT RESULT OF USDOC MAILING LIST HE OBTAINED PRIOR TO FAIR, WHICH HE USED TO ANNOUNCED TO POTENTIAL CUSTOMERS HERE THAT HE WAS COMING TO EXHIBIT AT THE FAIR. END FYI.)

9. STATE OF FLORIDA GROUP GENERALLY ENTHUSIASTIC AND HARD-WORKING ALTHOUGH BOTH WE AND CORAL GABLES OFFICE DISAPPOINTED BY FEW LAST-MINUTE CANCELLATIONS OR NO-SHOWS BY FIRMS WHICH HAD SAID THEY WERE COMING. WITH LATE RECRUITING EFFORT, CONGEN MANAGED TO FILL SOME OF VACANT BOOTHS WITH LOCAL BUSINESSMEN.

10. DUE TO BUDGET AND TIME, PROMOTIONAL ACTIVITIES BY CONGEN WERE LIMITED. EXHIBITORS' WORKING MEETINGS WERE HELD IN AUGUST AND EARLY SEPTEMBER IN ORDER TO PROMOTE SPIRIT OF THE PAVILION, ANSWER QUESTIONS, PROVIDE INFORMATION, AND TO SPUR EXHIBITORS
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TO GET TO WORK. SUBJECT OF PAVILION WAS ALSO PROMOTED AT SEPTEMBER AMERICAN BUSINESSMEN'S MEETING AT HOME OF CONSUL GENERAL. USIS CONTRIBUTED WITH NEWSPAPER AND TV PUBLICITY, THE FAIR'S PUBLICITY DEPARTMENT PROMOTED ALL THE PAVILIONS PRIOR TO AND DURING THE FAIR, THE GUAYAQUIL CHAMBER OF COMMERCE DID A STORY ON THE U.S. PAVILION IN THEIR MONTHLY NEWS-LETTER, AND SOME OF OUR LOCAL EXHIBITORS RAN PAID ADS ON THEIR STANDS IN THE LOCAL PRESS. DONATION OF "SPEDEX" TRACTOR DISPLAYED BY MECHTRON INTERNATIONAL OF ORLANDO, FLORIDA, TO LOCAL PRIEST FOR COMMUNITY USE RECEIVED WIDE AND FAVORABLE PUBLICITY. THE PRESIDENT OF ECUADOR, GENERAL GUILLERMO RODRIGUEZ LARA VISITED THE U.S. PAVILION FOR A BRIEF "WALK THROUGH" ON THE OCCASION OF HIS VISIT TO THE FAIR FOR THE "OFFICIAL OPENING" ON OCTOBER 8. HE MADE PARTICULAR COMMENT ON THE ALLIS CHALMERS TRACTOR DISPLAY BY LOCAL DISTRIBUTOR.

11. AMERICA DAY RECEPTION THURSDAY EVENING, OCTOBER 2, ATTENDED BY ESTIMATED 250 PEOPLE PREDOMINANTLY FROM LOCAL AMERICAN AND ECUADOREAN BUSINESS COMMUNITY. DURING 25-MINUTE INAUGURATION CEREMONY AS PART OF TWO-HOUR RECEPTION FROM 6-8 P.M., U.S. AIR FORCE BAND FROM CANAL ZONE PLAYED BOTH NATIONAL ANTHEMS AND AMBASSADOR BREWSTER AND ACTING PRESIDENT OF GUAYAQUIL CHAMBER OF COMMERCE, HOLBACH PEREZ, EACH MADE SHORT SPEECH. CEREMONY CONCLUDED WITH AWARDING

OF PLAQUE TO "BEST STAND" IN THE PAVILION. THREE-MAN JUDGING COMMITTEE HAD MADE SELECTION BASED ON: (1) PRESENTATION OF PRODUCT; (2) PRESENTATION AND PERFORMANCE OF STAND PERSONNEL; (3) DECORATION; AND (4) OVERALL IMPRESSION. WINNER WAS LOCAL DISTRIBUTOR OF TEXACO, DUPONT, AND CHAMPION PRODUCTS. COMMENTS ON RECEPTION WERE VERY FAVORABLE AND MANY SAID IT WAS BEST ORGANIZED OF ALL AT THE FAIR.

12. TWO ENTERTAINMENT HIGHLIGHTS OF PAVILION WERE: (1) BILL RUEDA COMBO OF FOUR PEOPLE, TWO OF WHOM ONCE PLAYED IN ELVIS PRESLEY'S BAND, AND WHO WERE HERE REPRESENTING INSTRUMENTOS MUSICALES THROUGHOUT FAIR; AND (2) U.S. AIR FORCE BAND OF 24 MUSICIANS WHO CAME AT USAF EXPENSE TO PLAY AT AMERICA DAY RECEPTION. BAND ACTUALLY STAYED TWO COMPLETE DAYS AND PLAYED CONCERTS AT AMERICAN SCHOOL AND AT BILBAO NATIONAL CENTER ON FIRST DAY. DURING RECEPTION ON SECOND DAY, THEY PLAYED BACKGROUND MUSIC INSIDE PAVILION AND THEN UNCLASSIFIED

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STAGED ONE-HOUR PUBLIC CONCERT ON LAWN OUTSIDE PAVILION. ALL THEIR PERFORMANCES EXTREMELY WELL ATTENDED AND COMMENTED UPON, AND PUBLIC CONCERT DREW SEVERAL THOUSAND PEOPLE. IN SUPPORT OF USAF BAND, POST HAD ONLY TO PROVIDE USIS CONTROL OFFICER AND COST OF LOCAL TRANSPORTATION FOR BAND'S INSTRUMENTS. BUS FOR BAND ITSELF WAS DONATED BY LOCAL ECUADOREAN AIR FORCE COMMANDER. IN SUM, BOTH RUEDA AND USAF BAND PROVIDED FAVORABLE ATTENTION FOR PAVILION AND WERE A PLEASURE TO HAVE HERE.

13. AMEMBASSY QUITO SUPPORTED GENEROUSLY WITH PERSONNEL TO AUGMENT BOTH PLANNING AND "SHOW TIME" STAGES OF FAIR. THEY GAVE ALSO MORAL AND PHYSICAL SUPPORT WITHOUT WHICH AMCONSUL GUAYAQUIL COULD NOT HAVE ACHIEVED THE SUCCESS WHICH WE FEEL RESULTED. OUR SUPPORT OF THIS PAVILION AND OUR DESIRE TO HAVE A U.S. PRESENCE AT THIS FAIR HAS BEEN AN EXHAUSTIVE EFFORT OVER THE PAST SIX MONTHS AND NOT WITHOUT SOME COST TO THE REGULAR COMMERCIAL OPERATIONS OF THIS POST. SINCE EARLY AUGUST, MOST BUSINESS CONTACT WORK AND ADS REPORTS HAVE COME TO A STANDSTILL, FOR EXAMPLE, AND THOSE FEW PERSONNEL WHO WORKED ON THIS FAIR WERE HEAVILY TAXED SINCE SEPTEMBER 1. DESPITE THIS, WE ARE PROUD OF WHAT WE HAVE BEEN ABLE TO ACCOMPLISH AND THINK THE EFFORT WAS WORTHWHILE, ALTHOUGH WE ARE SURE AT THIS POINT WE WOULD NOT WANT TO DO IT THE SAME WAY AGAIN IN 1977. WE WOULD LIKE TO HAVE DONE MORE AND WERE FORTUNATE THAT EXHIBITORS WERE ABLE TO DO SO MUCH ON THEIR OWN. WITHOUT THE SACRIFICES THEY MADE, IT WOULDN'T HAVE BEEN POSSIBLE. FAIR MANAGEMENT EXPRESSED HOPE U.S. WOULD BE BACK IN 1977.

14. WE HOPE TO HAVE A FINAL, FULL REPORT ON THE FAIR COMPLETED BY DECEMBER. IN THE MEANTIME, WE HAVE POUCHED

PAVILION AND FAIR CATALOGS AND OTHER PUBLICITY MATERIALS TO
STATE AND COMMERCE USERS. WE WILL SEND ALONG MORE AS SOON
AS WE GET IT TOGETHER. WE HOPE AT SOME POINT COMMERCE WILL
BE WILLING TO DO AN ARTICLE FOR "COMMERCE TODAY" ON THE FAIR
USING PHOTOGRAPHS WE WILL PROVIDE LATER ON.
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